

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**EVENTS ADMINISTRATOR  
CIVIC CENTER**

**GENERAL STATEMENT OF DUTIES**

Performs responsible administrative, supervisory and public contact work in directing, coordinating and marketing the Asheville Civic Center and events to be held at this facility. Employee reports to the Civic Center Director.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class is responsible for soliciting, planning, directing, and coordinating events for the City's Civic Center. Employee acts as Civic Center Director in the absence of the Director and acts as Manager-On-Duty, when appropriate, at various events. Work also involves supervising ticket office and concession staff. Employee must be able to work with financial figures and worksheets. Employee, in conjunction with the Director, coordinates facility availability, develops plans for marketing events, identifies potential clients/promoters, prepares promotional literature and contacts potential clients/promoters through various media and/or directly. Employee also performs a variety of complex clerical and technical duties of an accounting nature in the verification, reconciliation, analysis and report preparation associated with procedures of accounting and/or bookkeeping. Employee assists the Director in preparing the division budget. Employee is also responsible for supervising the completion of payroll and other paperwork requirements. Tact and courtesy are required in frequent dealings with City officials, associated agencies and the general public. Employee must exercise considerable initiative, creativity and independent judgment in the development and pursuit of marketing objectives. Work is performed with considerable independence under the general supervision of the Civic Center Director and is evaluated through assessment of the effectiveness and efficiency of events, as well as public approval.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Works with promoters to attract and book events at the Civic Center; performs related duties as required regarding events (i.e. correspondence with promoters; meetings with promoters; contract preparation; financial settlements with promoters; etc.).

## **EVENTS ADMINISTRATOR**

Plans and develops ongoing and/or special programs to promote interest in the Civic Center; prepares various promotional literature such as advertisements, news releases, newsletters, brochures, flyers, etc. to promote and enhance the image of the Civic Center.

Reviews and processes applications of new Civic Center employees; assists Human Resources by performing criminal background checks of potential Civic Center employees as needed and required.

Oversees payroll calculation and other important paperwork necessary for a smooth functioning facility. In association with the Director, acts as liaison between the Civic Center and various other City departments.

Acts as Manager-On-Duty, when appropriate, during various events.

Attends Civic Center Commission meetings as required, advising members of activities and special needs of the Civic Center.

Supervises and reviews the scheduling of staffing and service for Civic Center events and related activities in accordance with City guidelines and procedures; serves as liaison to potential promoters, City officials, outside agencies and the general public.

Acts as Civic Center Director when Director is not present.

Responds to inquiries and complaints from promoters and the general public and others regarding events; finds timely solutions to problems.

Oversees and ensures proper accounting, deposit and reporting of funds received, and reporting of expenses incurred; prepares, maintains and submits various reports and records as required under state and federal rules and regulations.

Settles financial aspects of events, or assists in such settlements.

Work may involve considerable night and weekend duties.

Maintains proper paperwork flow between Civic Center and various other City departments. Ensures that all deadlines are met by each of the Civic Center staff that are responsible for such work.

Prepares check orders, purchase requisitions, cash reports, journals, and invoices.

Performs bookkeeping operations involving user departments such as accounts receivable, billing, setting-up new accounts, collection of fees, and preparing and making daily banking deposits.

## **ADDITIONAL JOB FUNCTIONS**

Performs related work assignments as required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

Thorough knowledge of the methods and techniques used in the operation and booking of Civic Center events.

Considerable knowledge of the available resources of the Civic Center.

## **EVENTS ADMINISTRATOR**

Considerable knowledge of the principles and practices of supervision.

Considerable knowledge of administrative principles and practices.

Working knowledge of general management and business organization principles and practices; including, but not limited to, the accepted principles and practices of bookkeeping and accounting.

Working knowledge of the requirements, policies and procedures of various news media outlets necessary for promotional activities.

Knowledge of the current literature trends and developments in the field of marketing.

Knowledge of state and City fiscal regulations, policies and procedures.

Knowledge of the application of standard accepted bookkeeping and accounting principles and techniques to governmental accounting transactions.

Skill in the use of common office machines, including computer-driven word processing, spreadsheet, graphics and file maintenance programs.

Ability to apply bookkeeping principles to the preparation and maintenance of routine fiscal and accounting records and reports.

Ability to analyze and record information and to balance figures.

Ability to maintain clerical records and to compile reports from these records.

Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

Ability to communicate effectively in oral and written form.

Ability to give oral presentations before large groups of people.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

Ability to plan, develop, organize, coordinate and direct effective marketing programs.

Ability to prepare a variety of promotional literature, pamphlets and brochures.

Ability to exercise tact and courtesy in frequent contact with professionals and public officials at various levels of authority and influence, media representatives and the general public.

## **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in business administration, marketing, public relations, or a related field and 3 to 5 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

## EVENTS ADMINISTRATOR

### COMPETENCIES

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organization and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

**Physical Skills:** Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s] if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

Exempt  
Salary Grade 20  
Formerly Known As "Promotions and Bookings Manager"